THE DEAN OF THE GRADUATE SCHOOL OF JOURNALISM AND THE JURORS OF THE ALFRED I. DUPONT-COLUMBIA UNIVERSITY SURVEY AND AWARDS HEREBY GRANT TO

Irv Drasnin and CBS News

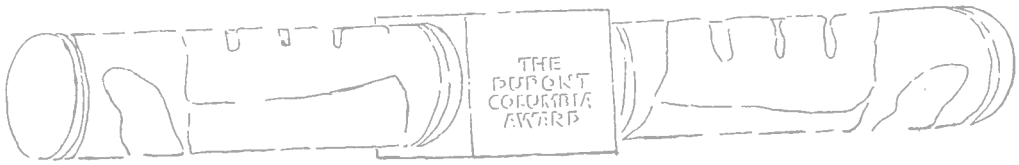
for

"You and the Commercial"

A DUPONT-COLUMBIA AWARD FOR EXCELLENCE IN BROADCAST JOURNALISM DURING THE YEAR *1972-73*

Richard T. Baker

DEAN AND CHAIRMAN OF JURORS
GRADUATE SCHOOL OF JOURNALISM
COLUMBIA UNIVERSITY



Alfred I. duPont-Columbia University Awards

1972-1973

Low Memorial Library, Columbia University

December 13, 1973

Award Winners

Arthur Holch and ABC News
for
"Chile: Experiment in Red"

Irv Drasnin and CBS News
for
"You and the Commercial"

Robert Northshield and NBC News
for
"The Sins of the Fathers"

Dick Hubert and Group W
for
". . . And the Rich Shall Inherit the Earth"

WBBM-TV, Chicago
for
"The Rape of Paulette"

WTIC-TV, Hartford
for
"The Nine-Year-Old in Norfolk Prison"

KGW-TV, Portland, Oregon
for
"Death of a Sideshow"

Elizabeth Drew and NPACT
for
"Thirty Minutes With . . ."

KNX Radio, Los Angeles
for
Editorials on important community issues

Columbia University in the City of New York | *New York, N.Y. 10027*

GRADUATE SCHOOL OF JOURNALISM
Office of the Dean

Journalism Building

October 23, 1973

Mr. Irv Drasnin
CBS News
35 West 45 Street
New York, New York

Dear Mr. Drasnin:

It gives me great pleasure to inform you that "You and the Commercial" has been selected by the jurors to receive an Alfred I. duPont-Columbia Award for 1972-73.

As you know, these awards, given to recognize outstanding journalistic achievement and to stimulate further efforts among the broadcasters of the United States, are not arrived at lightly. The nine awards represent in the opinion of the judges, the best in broadcast journalism offered to the American public from July 1, 1972 to June 30, 1973. The screening process (which involved DuPont correspondents in 65 communities) covered the entire country.

The award is a silver sculpture designed by the distinguished American architect, Louis Kahn, who supervises the striking of the individual sculptures and engraves upon each a special emblem appropriate to the winning entry.

The awards will be presented at a ceremony to be held in the rotunda of Low Library here at the University on the thirteenth of December at 5:30 p.m. The presentation of the awards will be followed by a reception in the Faculty Room.

This year's ceremony will be of particular interest since it is the 30th anniversary of the first DuPont Awards and the fifth year the awards have been administered by the Columbia Graduate School of Journalism. A special effort is being made to bring all the former award winners together. The list, over the past quarter of a century, includes most of the great names of broadcast journalism.

CBS NEWS
524 WEST 57 STREET NEW YORK, N.Y. 10019

December 3, 1973

DRASNIN WINS DUPONT-COLUMBIA AWARD FOR CBS REPORTS: "YOU AND THE COMMERCIAL"; HEWITT RECEIVES CITATION FOR "60 MINUTES"

CBS News producer Irv Drasnin has been named a winner of the fifth annual Alfred I. duPont-Columbia University awards in broadcast journalism for CBS REPORTS: "You and the Commercial."

In addition, Don Hewitt, executive producer of "60 MINUTES," was among those named to receive a citation for distinction in broadcast journalism, the first year such citations have been presented by the duPont-Columbia jurors.

CBS REPORTS: "You and the Commercial," an in-depth examination of the television commercial and its impact on the American viewer, was presented last April 25 on the CBS Television Network. Commenting on the award-winning broadcast, the jurors observed: "In 60 carefully balanced minutes (without commercial interruption) the program asked searching questions about the motives and manners of TV's principal backers, the advertisers of America. What resulted was not only an exceptionally well-made, entertaining and illuminating show, but possibly the bravest network documentary of the year."

The awards, a silver sculpture designed by architect Louis Kahn, will be presented at ceremonies Thursday, Dec. 13, on Columbia's Morningside Heights campus. The event will celebrate the 30th anniversary of the first duPont awards and the fifth of the establishment of the awards at Columbia.

The awards, for the broadcasting year 1972-73, are administered by the University's Graduate School of Journalism, under the direction of Marvin G. Barrett.

THIS IS RECYCLED PAPER

Columbia University in the City of New York | New York, N.Y. 10027

GRADUATE SCHOOL OF JOURNALISM Journalism Building

LOUIS I. KAHN'S DuPONT-COLUMBIA AWARD

The Alfred I. duPont-Columbia University Award for Broadcast Journalism which you have received was designed by the eminent American architect Louis I. Kahn and executed by sculptor Stephanie Scuris.

The award represents one of the rare instances when an artist of Kahn's stature has undertaken such a commission. It not only honors the recipient but places in his possession an important and unique work of art.

The award is completely handmade of sterling silver. Each award requires two extremely delicate wax castings made by the noted Philadelphia mould-maker Petras Vaskys. The castings are delivered by hand to the Cranston Casting Company in Cranston, R.I. where they are sturck by the ancient lost wax process and returned to the Philadelphia studio of the internationally famous jeweler and silversmith, Olaf Skoogfors who finishes the cast portions and fashions them into the completed award.

Mr. Kahn describes the award which he designed for DuPont-Columbia winners in 1969 as follows: "The symbol of the DuPont-Columbia Award is a scroll of silver with a tie in the middle in the shape of a cube, upon which the announcement of the award is stamped. The surface of the scroll has imprinted on it hands in offering. The tie cube is slightly bigger than the diameter of the scroll which affords a base allowing the scroll to lift slightly above the surface upon which it rests in its horizontal and receiving position. On the cube embracing the stamp of the award is the following etched statement of Edward R. Murrow: 'This instrument can teach, it can illuminate; yes, it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends. Otherwise it is merely lights and wires in a box.' Each year the symbol will be engraved with the date of the award and the name of the recipient. Also engraved will be an abstract figure of the subject of accomplishment."

An article on Mr. Kahn in the January 15th, 1973 Time magazine referred to his "almost unchallenged eminence in world architecture... In the past 20 years, he has brought forth a series of buildings that every intelligent architect must reckon with. Among the most recent are the Salk Institute at La Jolla, California (1965), the lately-opened Phillips Exeter Library, the Kimbell Museum (in Fort Worth) and two unfinished complexes in Asia - the capitol for Dacca in Bangladesh and the Institute of Management at Ahmedabad, India... The

unique power of Kahn's work is to excite one's participation on all levels; he is a poet of fact, not of style."

Kahn, who, according to the Time architecture editor, expresses himself "in apparently irreducible riddles like Zen koans...or bizarrely provocative but elliptical ruminations" put down the following thoughts concerning his design for the DuPont-Columbia Awards:

What is always has been

yet had to await its realization to be given presence.

The wish in the fairy tale is our inheritance of the first desires

beauty to wonder to realization

opening the door to the treasury of form

inspiring design to shape presence

the merging of desire and rule.

Man lives to express.

The instruments of expression are made to serve Art.

A work of art is an offering to Art.

Marvin Barrett, Director of the DuPont-Columbia Survey and Awards program will be in touch with you within the next few days to give you details of the ceremony and inquire as to guests you may wish to invite.

The other DuPont Columbia jurors join me in congratulating you on a job exceptionally well done. We would appreciate it if you would treat the above information as confidential until the winners are formally announced late next month.

Sincerely,

Richard T. Baker

Richard T. Baker
Acting Dean

RTB:mc

P.S. If you wish to ask any questions concerning the awards or ceremony, please call Marvin Barrett at the DuPont Office here in the Journalism Building (212) 280-5047.